

assignment i we did a survey were we let people fill it out and give us a guide to what we should work on the project. This is all under interactive media. In the pdf you can read how it went and what i have learned. and more pictures about the survey.

What I have learned:

that doing a survey is helpful to understand the target audience and get feedback as well to what we should or should not add.

How I think it went:

doing the survey really help get useful information and we had an idea on what to work on. Also understand what the target audience likes.

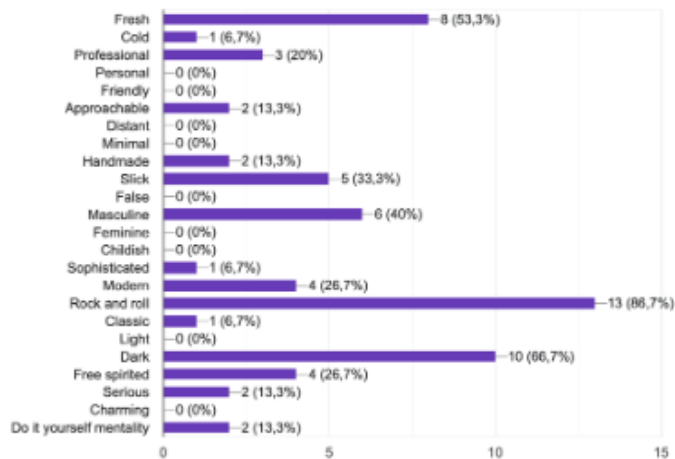
Research Results

These are the research answers that we gathered from our potential target audience and what we got from them.

The style scapes and mood boards that we've made fit the ideology and manage to capture the image of the brand. We got the answers we hoped for from the audience when we presented this research document. The things we improved or can improve after this research is combining some of the elements of the style scapes to achieve "perfection" according to the feedback we got. One more we can improve the way we take our merchandise photos, and we will consider the feedback we get for our next projects.

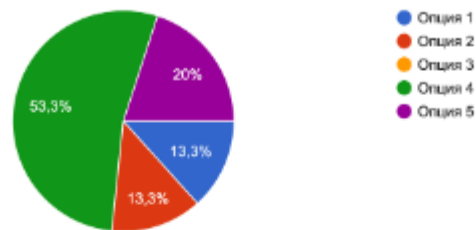
Which of the following words best describes the following image?

15 orreopa



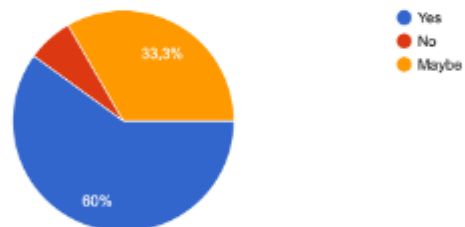
Which image gives you most "rock and roll, free spirited, new, fresh, young" vibes?

15 ответов



Would you buy merch if it was advertized with photos like this?

15 ответов

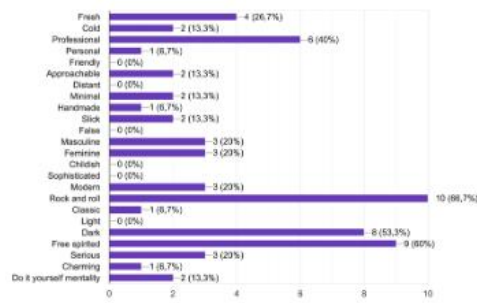


If no, why not? What repels you?

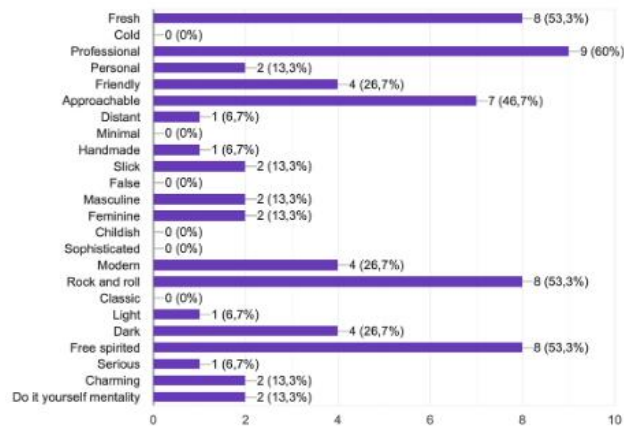
The location does not match the energy of the models, red also does not really contrast nicely with the yellow. The high key lighting is nice though, but the black shirt quickly fades into the shadows of the photos in a lot of the photos. Just from these photos I don't quite know what the actual design is, but they're definitely in the right direction

It's not my style of clothes but the photos are cool and I think they fit perfectly for the target they're aiming

Which of the following words best describes the following image?
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for this